

May, 2010

Dear Milwaukee/NARI Member:

The 20<sup>th</sup> Annual Fall Home & Remodeling Show sponsored by the Milwaukee/NARI Home Improvement Council, Inc. is fast approaching, and you are invited to exhibit.

The Show will be held September 17-19, 2010, at the Wisconsin Exposition Center at State Fair Park. Enclosed is a copy of the Show prospectus, **new floorplan -Hall A (as of 2009)**, Show contract/application form, advance/courtesy ticket form, and sponsorship opportunities. Exhibitors from the 2009 Show have first request renewal priority. However, companies who do not renew by June 28, 2010, may lose their location. **NO FOLLOW-UP CALL WILL BE MADE!** **After June 28, 2010, booths will be assigned on a first-come, first-served basis.**

**Please note, each Show application must be accompanied by a certificate of insurance, along with a picture of the booth/display to be exhibited. This is mandatory to exhibit at our Show!**

Each year we strive to improve the look and feel of the Show in the hope of surpassing the previous year's Show for both the exhibitors and attendees. We will have national talent on our seminar/cooking stage and our advertising budget has been increased. Through this, we have scheduled an aggressive advertising campaign to attract thousands of visitors.

*Special offer-Returning participants receive a 50% discount off each additional booth space purchased from the previous year. For example, if you had one booth in 2009, and you wish to purchase two booths for 2010, the second booth can be purchased at a 50% discount.*

*This year we are happy to announce we will be holding a raffle drawing during two days of the Show for those companies who are committed to staffing their booths at all times. Each company will be issued two entry tickets that will be stamped upon opening of the Show and turned in at the end of the Show that day. The winner of each of these drawings will receive 50% off of a 10x10 booth in the 2011 Fall Home & Remodeling Show.*

Because corners and end caps are at a premium (everyone wants one!), there will be a surcharge for these - \$50.00 for a booth with two sales sides and \$100.00 for a booth with three or more sales sides. The committee has worked diligently to keep exhibitors' costs affordable, while continuing to produce a Show that our association and exhibitors can be proud of.

If three day parking passes are needed, they may be ordered prior to the show's opening through the Wisconsin Exposition Center. A form to order these passes will be mailed to you in your kit or you can access [www.wisconsinexpo.com](http://www.wisconsinexpo.com) and place your order.

Exhibitors will also receive exhibitor passes and complimentary Show admission tickets for distribution to customers.

Fireplace companies will be required to exhibit in designated areas. Please contact the office with your gas hookup request, before making your booth selection. The deadline for a fireplace exhibitor to sign up for these booths will be **June 12, 2010**. After that date, these booths will be open to all exhibitors. It is imperative that all fireplace companies adhere to this date, as once these booths are gone, there are no alternative hook-ups for gas.

To reserve your booth space, please return your contract with the 50% deposit **no later than June 28, 2010 (June 21, 2010, for fireplace exhibitors)**. Let's work together to make the 20<sup>th</sup> Annual Fall Home & remodeling Show one we all can be proud of!

Sincerely,

2010 Fall Home & Remodeling Show Committee

Encl.